



STATE PROCUREMENT OFFICE  
NOTICE OF REQUEST FOR EXEMPTION  
FROM HRS CHAPTER 103D

16 FEB 17 P1:23

ADMINISTRATION  
STATE PROCUREMENT OFFICE  
STATE OF HAWAII

TO: Chief Procurement Officer

FROM: Dept. of Business, Economic Development & Tourism (DBEDT)  
Name of Requesting Department

Pursuant to HRS § 103D-102(b)(4) and HAR chapter 3-120, the Department requests a procurement exemption for the following:

1. Describe the goods and/or services:

Study Hawaii (vendor) is a consortium of 27 schools/educational programs dedicated to increase the number of international students at individual member schools and collectively throughout the state. Goods and services provided will be the vendor's network of schools, colleges and universities to collaborate with DBEDT on international student recruitment and exchanges. Through projects in Hawaii and overseas, the organization will market Hawaii's educational assets to targeted audiences in Asia. As educators, the organization's membership has the capacity to build individual and institutional networks to leverage Hawaii's brand as a desirable location for study. Vendor will plan and organize a series of events and projects in collaboration with DBEDT that may include, but are not limited to, overseas missions, trade show participation, hosting reverse missions to Hawaii, maximize use of social and electronic media in marketing efforts.

2. Vendor/Contractor/Service Provider: Study Hawaii Educational Consortium

3. Amount of Request:

\$ 155,000.00

4. Term of Contract From: 1-Apr-16

To: <sup>31</sup> 17-Mar-18 *per memo 3/3/16*

5. Prior SPO-007, Procurement Exemption (PE):

6. Explain in detail, why it is not practicable or not advantageous for the department to procure by competitive means:

International student attraction is a major initiative of DBEDT. The department recognizes the economic impact of international students in Hawaii. International students had an economic impact of \$400 million during calendar year 2014. DBEDT seeks to increase the number of students studying in Hawaii from other countries by utilizing vendor's vast network of educational partners and expertise in recruitment, content delivery of programs and services through the Study Hawaii Consortium. This organization is a solid representation of Hawaii's education brand that has been effectively marketing the state of Hawaii as a destination for study. This is the only organization that has a majority membership base of the constituency of Hawaii schools involved in international student attraction, with the knowledge of strengths and assets of Hawaii schools individually and collectively, and ability to generate cooperative funding. It is not advantageous for the department to procure these services by competitive means because the Study Hawaii Educational Consortium already has (1) the foundational infrastructure upon which to build marketing campaigns and events; (2) have established contacts and networks individually and collectively, in overseas, domestic and local markets.

7. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor/service provider:

DBEDT has engaged in programs to recruit international students with Study Hawaii. Vendor is the only educational consortium/organization with a specific goal of increasing the number of international students studying in Hawaii. The consortium of 27 schools/educational programs has the critical mass of Hawaii schools and is best positioned to effectively market Hawaii as an educational location in collaboration with DBEDT. Specific deliverables were assessed as to the practicality of whether it should be procured by competitive means as follows: (1) Organizational Development Coordination to build the consortium - The consortium is best equipped and knowledgeable to grow its partnership base and marketing abilities (\$30,000); (2) Projects/Events Coordination - The Consortium is best equipped and knowledgeable to [a] Organize and conduct educational missions to promote Hawaii's schools and Hawaii's brand as a desirable location for study to strategic Asian markets (\$80,000); [b] Social, electronic, print and aligned media enhancement and translations of existing sites and new media development to complement existing media (\$30,000); [c] Secure familiarization tours from educational contacts (\$15,000).

8. Identify the primary responsible staff person(s) conducting and managing this procurement. (Appropriate delegated procurement authority and completion of mandatory training required).

\*Point of contact (Place asterisk after name of person to contact for additional information).

Name	Division/Agency	Phone Number	e-mail address
Milton Kwock	BDSD	587-2759	milton.kwock@hawaii.gov
Marlene Hiraoka	BDSD	587-2758	marlene.m.hiraoka@hawaii.gov

*All requirements/approvals and internal controls for this expenditure is the responsibility of the department.  
I certify that the information provided above is, to the best of my knowledge, true and correct.*

  
Department Head Signature

2-12-16  
Date

**For Chief Procurement Officer Use Only**

Date Notice Posted: 2/17/16

Inquiries about this request shall be directed to the contact named in No. 8. Submit written objection to this notice to issue an exempt contract within seven calendar days or as otherwise allowed from date notice posted to:

state.procurement.office@hawaii.gov

Chief Procurement Officer (CPO) Comments:

Approval is granted for the period 4/1/2016 to 3/31/2018 with the understanding that the department has determined it is not advantageous to conduct a competitive procurement based on Study Hawaii Educational Consortium as the only organization consisting of most of the educational providers in Hawaii that are interested in attracting international students and collectively they can market Hawaii as a desirable place to study. This approval is for the solicitation process only. HRS section 103D-310(c) and HAR section 3-122-112 shall apply (i.e., vendor is required to show proof of compliance and may use the Hawaii Compliance Express) and the award is required to be posted on the Awards Reporting System. Proof of compliance and the awards posting are required to be documented in the procurement/contract file.

If there are any questions, please contact Carey Ann Sasaki at 586-0575, or [careyann.r.sasaki@hawaii.gov](mailto:careyann.r.sasaki@hawaii.gov).



Approved



Disapproved



No Action Required



Chief Procurement Officer Signature

3/16/16

Date